

File
FAC

15 October 1982

MEMORANDUM FOR: Chief, Plans and Programs Staff, OL

STAT
FROM

:

Plans, Programs, and Systems Staff
Printing and Photography Division, OL

SUBJECT : Evaluation of Suggestion 82-255

1. Suggestion 82-255 suggested that "announcement cards placed on the cafeteria tables" be printed on the inside and the outside so as to announce two separate events instead of just being printed on the outside to announce one event, as is presently being done. The cards are tent-folded so the message appears twice on the same surface of the printed material. The suggestor states that extended use of the cards could be gained by re-folding them in the opposite direction to display the second event printed on the other surface of the card.

2. As an employee of P&PD/OL, I have evaluated the suggestion from a printing viewpoint. It would not be impossible. However, it would not "halve the cost of the announcements as they are now used." The only cost that would be reduced is the minimal cost of the card stock. Printing costs in terms of camera, film, stripping, plating, press plates and inks, and finishing procedures would be the same if the job was printed two-sided or if run as two separate one-sided jobs. In fact, printing on both sides might be more costly because it would require more prepress preparation, more makeready time on the press, possibly more colors (depending upon the two separate designs), closer registration, and longer drying time.

STAT 3. As a member of the Agency's Fine Arts Commission, I have asked for comments by Exhibits Chairperson. Listed below are some of the concerns expressed:

- a. Cards get dirty and thrown away in the cafeteria.
- b. The number of cards currently requested is nearly 50% less than what used to be printed. Trying to get more mileage from the cards might require more cards to be printed because of item a. above.
- c. Who is going to re-fold the cards?

d. There might be confusion re the events and dates if people didn't carefully read the message. There will always be a certain amount of employees who will look at both sides and leave the wrong side displayed.


e. All tent cards are not the same size. The message and required visual content dictates the design and the overall size (See Attachments).

f. The cards are used to advertise current or upcoming events. Oftentimes, the dates are not firmly fixed until the last minute because of scheduling difficulties or conflicts, cancellations, TDY's, or other reasons. This would make it very difficult, in the opinion of the exhibit chairperson, to print both events on the same card.

g. Not all events are successive. For example, a month long event (1-30 September) followed by a two-week event (18-29 October) would create a situation where the cards could lose their impact and effectiveness because of the time lag between events.

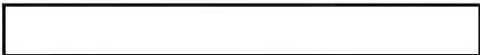
4. Because of the reasons expressed in paragraphs 2 and 3, it is recommended that the suggestion be declined. The suggestor should be thanked for his/her initiative.



Plans, Programs, and Systems Staff
P&PD/OL 

STAT

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Copies: 

BT Johnson, FAC

Attachments: 3



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Mexico:
Faces and Places
by James Q. Reber
7 July-20 August
1-D Corridor Hq.

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Faces and Places
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7 July-20 August
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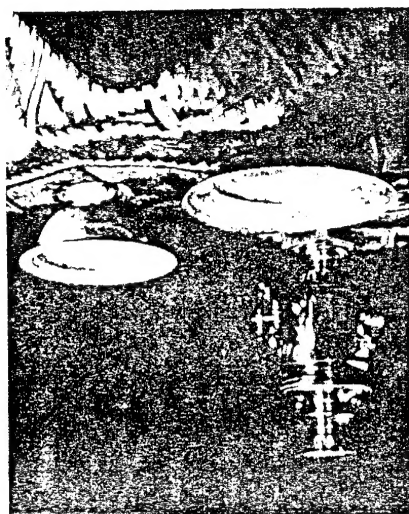


Attachment 1 to Suggestion Evaluation 82-255.

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Approved For Release 2005/08/22 : CIA-RDP87-01130R000100100030-6

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copper, kilim, samovar
from Istanbul to Azerbaijan

4-30 October
1 D Corridor, HQ.

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